

# The Face of Global Trade:

## IDmicro

The Puget Sound region is home to a host of successful software and technology companies – companies on the leading edge of global technology and manufacturing. One giant in the industry, located in Redmond, may immediately come to mind, but it is far from the only one around.

IDmicro, located in Tacoma, is an established and rising star in the technology industry. Designers, manufacturers and distributors of technologies that track both assets and people for companies and organizations all over the world, IDmicro has called Puget Sound home since 1998.



cross-border trade is vital to both regions and IDmicro's tags allow this trade to take place quickly and efficiently, but at the same time let the government easily track what is moving across its borders.

Grenley notes that the benefits foreign companies and entities can enjoy by employing new technology, like RFID, can sometimes be even greater than they can be domestically. Moving from a completely manual process to an automated system can provide immediate and highly visible efficiencies and savings.

### International Success

Rob Grenley, President of IDmicro, estimates that between a third to one-half of the company's sales are attributed to non-U.S. customers. In fact, the company currently has business in China, South America and Central America, with the start of a new project in Denmark just underway.

In China, there are over 110,000 IDmicro tags affixed to the windshields of commercial vehicles transporting goods between Hong Kong and the mainland. The Chinese government recognizes that

### Why Puget Sound?

Grenley asserts that quality of life is a major reason IDmicro is located in the Puget Sound region. Many of the founders of the company originally hail from the area, went to school out of state and decided to return.

Quality of life aside, why Tacoma? The Ports of Tacoma and Seattle are a huge boon to any business that depends on exporting products. The two ports together make up the third-largest port complex in the country by volume handled, and have been singled out by the U.S. government as one of four ports in the country to take part in "Operation Safe Commerce."

And the region's renown for being high tech further makes it a great place for a company like IDmicro, allowing it to draw from a highly knowledgeable and talented workforce inclusive of the maturing University of Washington Tacoma, and its technology center.

The continued success of IDmicro – and other innovative companies in the region – depends on enhanced understanding of Puget Sound's unique place in the world. After all, no region is more tied to international business and trade than ours, and future prosperity depends on keen understanding of these global ties.

**Name:** IDmicro

**Location:** Tacoma, Pierce County

**International Sales:** Between a third to one-half

**Puget Sound Employees:** 12

**International Markets:** The Americas, Asia and Europe, with major markets in China, Chile, Peru, Mexico, Costa Rica and Denmark.

**Puget Sound Enabler:** Ports of Seattle & Tacoma, UW Tacoma technology center